

## Spring – Breathe Easier Text Blocks

### ~25 Words

Spring is a time of renewal. Feel renewed by letting Quitline Iowa help you quit tobacco. Call today. You will breathe easier.

*Call 1-800-QUIT-NOW (1-800-784-8669), or visit [www.quitlineiowa.org](http://www.quitlineiowa.org) for details or to enroll.*

### ~50 Words

Spring is a time of renewal. You can feel renewed by getting tobacco out of your life. Quitline Iowa can help. An expert Quit Coach® will help you follow a personalized Quitting Plan. You'll have one-on-one coaching over the phone and online.

Call today. You'll breathe easier.

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### ~100 Words

Spring is a time of renewal. You can feel renewed by getting tobacco out of your life. Quitline Iowa can help. An expert Quit Coach® will support you in following a personalized Quitting Plan. You'll have one-on-one coaching over the phone and online, whenever you need.

By mastering the "4 Essential Practices to Quit for Life," your chances of quitting are at least eight times better than quitting on your own. You may even qualify for free nicotine substitutes like the nicotine gum, patch, or lozenge.

Call today. You'll be able to enjoy the fresh air again.

*Call 1-800-QUIT-NOW (1-800-784-8669), or visit [www.quitlineiowa.org](http://www.quitlineiowa.org) for details or to enroll.*

### ~250 Words

Spring is a time of renewal. You too can feel renewed by getting tobacco out of your life. Quitline Iowa can help. An expert Quit Coach® will support you in following a Quitting Plan customized for you. You'll also enjoy unlimited toll-free access to highly-trained coaches – who offer as much or as little support as you need – throughout the quit process.

Quitting is hard, but Quitline Iowa makes it easier. When you join the program, you receive:

- An easy-to-use printed Quit Guide you can reference in any situation to help you stick with your Quitting Plan.

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- Advice on which type, dose, and duration of nicotine substitute or medication is right for you, and on how to use it so it really works. You may qualify for free substitutes like the nicotine gum, patch, or lozenge.
- Access to Web Coach®, a private, online community where you can complete activities, watch videos, track your progress, and join discussions with other program participants.

Quitline Iowa not only helps you quit tobacco, it can change your lifestyle. By mastering the “4 Essential Practices to Quit for Life,” your chances of quitting are at least eight times better than quitting on your own. And because quitting is a process and not an event, support is available even if you quit and start using tobacco again during the program.

Freshen up by calling today. You’ll be able to step into the fresh air and breathe again.

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